

**What is claimed is:**

1. A cellular phone comprising:
  - a housing;
  - a keyboard disposed on a first side of said housing;
  - 5 a first display device disposed on said first side;
  - a second display device disposed on a second side of said housing, said second side being opposite to said first side;
  - 10 a memory storing advertising information;
  - a receiver-transmitter; and
  - a controller computer programmed to receive said advertising information through said receiver-transmitter, to control said first
  - 15 display device in response to instructions received through said keyboard, and to control said second display device to display said advertising information on a screen of said second display device during a phone call
  - 20 established through said receiver-transmitter in response to operation of said keyboard by a user.
2. The cellular phone according to claim 1, wherein said second display device is detachably connected to said housing.

3. The cellular phone according to claim 2,  
wherein said housing has a notch for  
accommodating said second display device therein  
such that said screen of said second display  
5 device is aligned to a rear surface of said  
housing.

4. The cellular phone according to claim 1,  
wherein said keyboard includes:

a key top displaying a plurality of symbols  
respectively written with fluorescent materials  
5 having different dominant wavelengths, and

a plurality of light emitting units  
emitting lights of different wavelengths,  
wherein said keyboard receives mode  
instructions to place said cellular phone into an  
10 operation mode, and

wherein said controller computer drives  
said plurality of light emitting units in  
response to said operation mode into which said  
cellular phone is placed

5. The cellular phone according to claim 1,  
further comprising:

a power supply circuit providing electric  
power for said controller computer;  
5 a power terminal electrically connected to

said power supply circuit;

    a battery case; and

    a strap including first and second cables connected between said power terminal and said 10 battery case to allow a battery in said battery case to supply power for said power supply circuit through said power terminal, wherein said first and second cables form a loop to provide a grip.

6. An advertising method comprising:

    providing a cellular phone including:

    a housing,

    a keyboard disposed on a first side of 5 said housing,

    a first display device disposed on said first side, the first display device being controlled in response to instructions received through said keyboard

10       a second display device disposed on a second side of said housing, said second side being opposite to said first side,

    a memory, and

    a receiver-transmitter; and

15       receiving advertising information from an advertising information source;

    storing said received advertising

information in said memory;

displaying said stored advertising  
20 information on a screen of said second display  
device during a phone call established through  
said receiver-transmitter in response to  
operation of said keyboard by a user.

7. The advertising method according to claim 6,  
wherein said advertising information source  
includes a website server providing a website  
said receiving includes:

5 establishing a connection between said  
cellular phone and said website through a network,  
and

downloading said advertising information  
from said website to store said advertising  
10 information in said memory.

8. The advertising method according to claim 7,  
wherein said advertising information is selected  
in response to a position of said cellular phone.

9. The advertising method according to claim 7,  
wherein said advertising information is selected  
in response to current time.

10. The advertising method according to claim 6,

wherein said advertising information includes at least one of a trademark, a business name, and a catch phrase.